Disclosure RSW8-1998-0144

Created By: Sandeep Singhal   Created On: 07/31/98 06:01:05 PM
Last Modified By: Binh Q Nguyen   Last Modified On: 08/05/98 02:42:59 PM

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Required fields are marked with the asterisk (*) and must be filled in to complete the form .

Summary

Status	Under Evaluation
Processing Location	RSW
Functional Area	Dennis King/Web Solutions
Attorney/Patent Professional	Bruce Clay/Raleigh/IBM
IDT Team	Mark Lumsden/Raleigh/IBM; Art Francis/Raleigh/IBM; David Kuehr-Mclaren/Raleigh/IBM; Richard Gray/Raleigh/IBM; Chris Gage/Raleigh/IBM; David Lection/Raleigh/IBM; Steven Miller/Raleigh/IBM; Allan K Edwards/Raleigh/IBM; Sandeep Singhal/Raleigh/IBM
Submitted Date	08/04/98 11:46:22 AM
Owning Division	
PVT Score	To calculate a PVT score, use the 'Calculate PVT' button.

Inventors with Lotus Notes ID's

Inventors: Binh Q Nguyen/Raleigh/IBM, Sandeep Singhal/Raleigh/IBM

Inventor Name > denotes primary contact	Inventor Serial	Div/Dept	Manager Serial	Manager Name
> Nguyen, B.Q. (Binh)	463527	76/F5EA	662462	Hartrick, Thomas V. (Tom)
Singhal, Sandeep K.	079777	10/HDFB	384882	Gopal, Ajer S.

Inventors without Lotus Notes ID's

IDT Selection
Main Idea

*Title of disclosure (in English)
Method and System for Logging Dynamically Inserted Information for Web Usage Analysis

*Idea of disclosure

Problem Solved or Discovery Made by this invention
In a Web server environment, Web pages are composed dynamically during run-time. Information such as advertisements, summaries of articles, headlines, and links are routinely inserted into Web pages by a CGI or servlets. The pieces of information may be stored in database or on file system.

The current Web servers have no capability to log information about dynamic contents, only request records logged. There is a need to collect information about which pieces of information were viewed by each user. This information enables effective monitoring of the efficacy of information delivery and content personalization, allowing an administrator to change their placement, change their rates, etc. as appropriate based on the Usage Analysis.

Solution (a description of "the invention", including figures inline as appropriate)
All dynamically insertable pieces of information are tagged with an unique identifier. This process may be accomplished by the MD5 algorithm. The information and its associated identifier are stored together.

When a piece of information (advertisements, articles, headlines, etc.) is selected to be included in the response page, its associated identifier is deposited into the provided Response Buffer. The Logging Facility collects the Response Buffer at the time the Web page is sent to the client and records the identifiers together with the request record into the log file.

Advantages and Benefits of this solution
None known

Implementation
WebSphere Site Analysis, GA 3/1999

*Critical Questions (Questions 1 - 7 must be answered)

*Question 1
On what date was the invention workable? 08/07/98 Please format the date as MM/DD/YYYY.
(Workable means i.e. when you know that your design will solve the problem)

*Question 2
Is there any planned or actual publication or disclosure of your invention to anyone outside IBM? ☐ Yes ● No

If yes, Enter the name of each publication or patent and the date published below.
Publication/Patent:
Date Published or Issued:

Are you aware of any publications, products or patents that relate to this invention? ☐ Yes ● No

If yes, Enter the name of each publication or patent and the date published below.
Publication/Patent:
Date Published or Issued:

*Question 3
Has the subject matter of the invention or a product incorporating the invention been sold, used internally in manufacturing, announced for sale, or included in a proposal? ● Yes ☐ No

Is a sale, use in manufacturing, product announcement, or proposal planned? ● Yes ☐ No

If Yes, identify the product if known and indicate the date or planned date of sale, announcements, or proposal and to whom the sale, announcement or proposal has been or will be made.
Product: WebSphere Site Analysis
Version/Release: 2.0
Code Name: Hurricane
Date: 03/30/1999
To Whom: General Availability
If more than one, use cut and paste and append as necessary in the field provided.

*Question 4
Was the subject matter of your invention or a product incorporating your invention used in public, e.g. outside IBM or in the presence of non-IBMers? ☐ Yes ● No
If yes, give a date. Please format the date as MM/DD/YYYY.

*Question 5
Have you ever discussed your invention with others not employed at IBM?
- ( ) Yes
- (●) No

If yes, identify individuals and date discussed. Fill in the text area with the following information: the names of the individuals, the employer, date discussed, under CDA and CDA #

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*Question 6
Was the invention, in any way, started or developed under a government contract or project?
- ( ) Yes
- (●) No
- ( ) Not sure

If Yes, enter the contract number

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*Question 7
Was the invention made in the course of any alliance, joint development or other contract activities?
- ( ) Yes
- (●) No
- ( ) Not Sure

If Yes, enter the following: Name of Alliance, Contractor or Joint Developer
Contract ID number
Relationship contact name
Relationship contact E-mail
Relationship contact phone

Question 8
Have you submitted, or are you aware of, any related disclosure submission?
- ( ) Yes
- (●) No

If Yes, please provide the title and docket or disclosure number below.

Question 9
What type of companies do you expect to compete with inventions of this type? *Check all that apply.*
- [x] Manufacturers of enterprise servers
- [x] Manufacturers of entry servers
- [ ] Manufacturers of workstations
- [ ] Manufacturers of PC's
- [ ] Non-computer manufacturers
- [ ] Developers of operating systems
- [x] Developers of networking software
- [x] Developers of application software
- [x] Integrated solution providers
- [x] Service providers
- [ ] Other (Please specify below)

Patent Value Tool (Optional - this may be used by the inventor and attorney to assist with the evalu
Post Disclosure Text & Drawings

(Form Revised 12/17/97)